

Message Text

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43

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W

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R 191145Z MAY 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 1272

UNCLAS JIDDA 1272

E.O. 11652: N/A

TAGS: BGEN, SA

SUBJECT: WTDR AND ADS BACKLOG

1. APPRECIATE COMMERCE COOPERATION. EMBASSY
SHARES COMMERCE DISTASTE FOR THE IDEA OF A
MORATORIUM, AND SUGGESTED IT ONLY AS A POSSIBLE
ALTERNATIVE IN EXTREMUM.

2. ATTEMPTING TO OBTAIN COST ESTIMATES FOR CONTRACTING
SERVICES. SUCH ACTION MIGHT PROVE EVEN MORE USEFUL
FOR ADS THAN FOR WTDR WORK, AS PROBLEMS OF OBJECTIVITY
NOT AS GREAT.

3. WITH REGARD TO ADS'S PRELIMINARY GUIDELINES AS TO
BEST AND LEAST MARKET POTENTIAL AS FOLLOWS:
LEAST POTENTIAL: INDUSTRIAL EQUIPMENT AND HIGH
TECHNOLOGY GADGETRY WHICH PRE-SUPPOSES A DEVELOPED
INDIGENOUS REPEAT INDIGENOUS INDUSTRY AND TECHNOLOGY.
WHILE THERE MAY BE IN MANY CASES ACTUAL AND GROWING
REQUIREMENTS FOR SUCH ITEMS, THESE ARE MOST FREQUENTLY
IN THE CONTEXT OF TURN-KEY AND/OR OPERATIONS AND
MAINTENANCE CONTRACTS, OR JOINT VENTURES, WITH
FOREIGN FIRMS WHOSE PROCUREMENT IS PRIMARILY THRU
HOME OFFICE CHANNELS, SOME EXAMPLES AT RANDOM ARE
OSCILLOSCOPES, PROCESS-CONTROL EQUIPMENT, POLLUTION-
CONTROL DEVICES, ETC.

GOOD POTENTIAL: CONSUMER PRODUCTS IN GENERAL INCLUDING
ESPECIALLY HOME FURNISHINGS AND AUDIO-VISUAL (IF
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COMPETITIVE WITH JAPANESE); CONSTRUCTION EQUIPMENT
AND MATERIALS; HOSPITAL SUPPLIES.

IN GENERAL THE GREATEST POTENTIAL IS NOT NOT FOR MANU-
FACTURES AS SUCH AS MUCH AS FOR "SERVICES," I.E.
CONTRACTING, CONSULTANCY, PROJECT MANAGEMENT, FOOD-
FRANCHISING, ETC., AND IT IS SUCCESS IN THESE AREAS
WHICH LEADS TO SUCCESS IN PRODUCT EXPORTS. FINE
GEOGRAPHIC DISTINCTIONS CAN ALSO BE VITAL -- E.G. AN
ADS REQUEST FOR A PRODUCT RELATED TO THE OIL INDUSTRY
MIGHT DRAW A BLANK IN JIDDA BUT GO OVER VERY WELL IN
DHAHRAN. ALSO, MARKET PSYCHOLOGY CAN BE VERY IMPORTANT.
A PERCEIVED INCIPIENT SAG REQUIREMENT MAY SUDDENLY
TRANSFORM A PREVIOUSLY IGNORED PRODUCT (OR SERVICE)
INTO A VERY HOT ITEM; FAILURE OF EXPECTED DEVELOPMENTS
MAY CAUSE AN ABRUPT DROP IN INTEREST.
SUCH CONSIDERATIONS MAKE IT DANGEROUS TO GENERALIZE
ABOUT BEST AND POOREST POTENTIAL. WHEN IN DOUBT,
WE URGE COMMERCE TO FORWARD REQUESTS AND LET US
MAKE DETERMINATIONS ON THE SPOT.
AKINS

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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